



# New AOA 'Baby' Makes Its First Appearance

This is the first cry of a new baby in the AOA household. We hope it will be a good child, and one of which its myriad "godparents" will be proud.

Creating a newspaper is much like the preparation for your firstborn. First the crucial moment arrives when you know it will become a reality. Then comes the planning on how this new arrival will fit into the household, and the long, long wait before anything concrete seems to happen.

Naturally, the first thing is to select the "doctor"—the individual who will be physically present when the press groans and brings forth the completed product. The "doctor" must show you the tools with which he labors and the conditions under which this creation will appear. And he must also inform you how much "baby" will cost!

In the midst of this, come the dreams of what this brainchild will be like. Will it have the individual characteristics which make

it stand out? Can it survive the illness which could come because of improper nourishment or lack of attention? What does the future hold? Will it have the proper atmosphere and revenue to "graduate" beyond its present swaddling clothes!

As time nears, there arrives a flurry of last-minute activity. This new brainchild must have some typographical clothes for its first appearance, and there are countless other small details necessary to complete the "layout."

Finally, the big day is here. You pace the floor wondering how it will look to others less intimately involved in its birth. What worries you most is how they will accept this rude interloper who demands precious time to be read.

Like any newborn, we will have our knuckles rapped and probably take a few printing falls. But we do intend to grow—and to reach a stature of which Optometry can be proud. Just watch us and see. It's your baby too!

## Here 'N There

**Data Sought** — A Congressional subcommittee is quizzing states on consumer protection moves in areas of food, drugs, cosmetics, hazardous substances and questionable marketing methods. Data gathered by the House Intergovernmental Relations Subcommittee will be used for a report on control and regulation of drugs, therapeutic devices, etc.

**Big Bill** — The government spent approximately one-fifth of the money paid for medical and health care in 1959, reports disclose. This amounts to about \$145 for every man, woman and child in the U. S. Biggest single item was general medical and hospital care of indigents (\$2.2 billion), followed by veterans' health care (\$867 million).

**Charitable Deductions** — Taxpayers claiming deductions for charitable contributions may be asked to furnish the Internal Revenue Service with a statement from the recipient showing the date, amount and purpose of the contribution. If a donor received a material benefit from it, the deduction must be reduced by the value of the benefit received.

**High Hopes** — HEW Secretary Ribicoff expressed confidence medical eldecare under social security will have top priority this winter at a White House regional conference in St. Louis. Meanwhile, the American Hospital Assn. is deciding whether to stay with AMA against Administration plans.



## Phil Silvers Heads Visual Care Fund

Phil Silvers, TV and stage star currently appearing in the Broadway musical "Do Re Me", has accepted chairmanship of the New York Optometric Center's national appeal for its Indigent Visual Care Program.

Silvers, himself nearsighted, indicated to trustees he accepted the chairmanship because he recognized the Center's "forthright and humanitarian endeavors to bring vision and hope to those whose lives lacked them."

The famed comedian said the Center had earned the "admiration and respect" of the community and urged optometrists to contribute \$10 or more as a "patron member to the Center, 351 W. 48th St. New York 36.

## New Yorker May Be First OD Recalled

E. B. Vermilya of Oneontas, N. Y., now a major with the 414th Civil Affairs Co. at Ft. Gordon, Ga., may be the first optometrist recalled to active duty because of the Berlin Crisis.

A former artillery officer during WW II, Dr. Vermilya has served 19 years in the Reserves. His unit was activated Oct. 1.

# FTC Will Seek Guide For Optical Industry

## OD Fees Stay Among Lowest In Med Care

Fees for optometric examinations and eye wear have remained among the lowest in the medical care field for the past 14 years, U. S. Department of Health Statistics reveal.

A consumer price index, just issued by the Bureau of Labor Statistics, discloses all medical care cost rose 60.9% from 1947 to the second quarter of 1961.

Of the 9 other categories listed, optometric services recorded the third lowest increase (25%). Only surgical insurance, and prescription-drugs registered lower climbs.

Fees for all physicians went up 48.6%, while obstetrical and surgeon's fees increased 64.9% and 31.5% respectively.

The total breakdown is:	
All medical care	60.9%
All Physicians	48.6%
Obstetrical	64.9%
Surgeon's Fees	31.5%
Dentists	37.5%
Optometric	25.0%
Hospital Room Rates	140.8%
Hospitalization Insurance	87.8%
Surgical Insurance	7.8%
Prescription-Drugs	21.8%

## Southwest Meet Set

The 22nd Annual Southwest Congress of Optometry will be held Feb. 11-13 at the Hotel Texas, Fort Worth.

## Project Wins Magazine Praise

The "Books for Tired Eyes" project received strong publicity in the November issue of "Harvest Years—The Magazine for Successful Retirement".

The article noted that the Massachusetts Library Assn. will compose an up-to-date listing of 300 books in large type of special interest to older age groups, which will be printed and distributed through member optometrists by the AOA.

## Secures Contracts

Texas Vision Services has secured contracts and is now negotiating with a number of other interested groups for service. Evans Food Store of Alvin, Tex., was the first program set up, it was announced.

The Federal Trade Commission has announced a trade practice meeting for the Optical Products Industry in Chicago Jan. 19 to draft a guide against deceptive practices. Representatives of the AOA will attend the 9 a.m. meeting at the Sherman Hotel.

The industry, as specified in the FTC invitation, includes "opticians and those optometrists, ophthalmologists, and others . . . who engage in the retail sale or dispensing of any kind of an industry product . . ."

## Distinction Made

However, the invitation goes on to state that those engaged in the rendering of a professional service with the filling of prescriptions and retail sale and dispensing of the lenses done by an inde-

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## Bizarre Tale of Sinking

# Tragedy Touches AOA

Tragedy touched the AOA last month with the unfolding of a bizarre tale of a sunken ketch, rescue and death.

The tragedy involved the deaths of Arthur Duperrault, a Green Bay, Wisc., optometrist and AOA member, his wife and three of their four children in the sinking of a chartered boat, the "Blue-belle."

Julian Harvey, skipper of the ketch, was plucked from the sea with the body of seven-year-old Rene Duperrault.

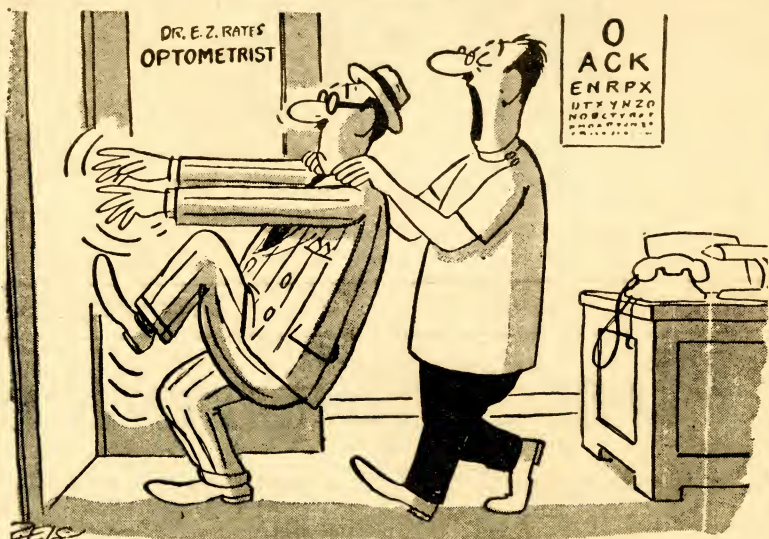
Harvey said the optometrist and his family, and Harvey's wife vanished in the sea after a storm, fire and abandonment of the ketch.

Three days later, one of the Duperrault children was found on a small raft Harvey committed suicide shortly after hearing the news.

Terry Jo Duperrault, 14, told another story. She said she saw her mother and brother lying on bloody decks and Harvey with what she

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"Now it may take a while to get used to them."

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## Slides To Illustrate Speeches Now Offered

The Public Relations Committee of the Rhode Island Optometric Association has developed four sets of 35mm slides for use when presenting speeches to Women's clubs, P.T.A.'s, and civic organizations.

A speech accompanies each series and can be modified or geared to a particular audience. Fifty "follow-sheets" are included in each set, which can be passed out to the audience to follow the speech. These can be collected and used again.

The series is as follows:

(1) Routine Examination,

(2) Contact Lenses, (3) Subnormal Vision and (4) Visual Training and Orthoptics. There are 19 slides in each series.

Cost for each set of slides, including the speech and 50 follow-sheets, is \$15. Cost for the complete series of 76 slides is \$60.

Prices for ordering more than one set of slides are:

Routine Examination: one set \$15, two sets \$12 each, three or more \$10 each. Contact Lenses: one set \$15, two sets \$12 each, three or more \$10 each. Subnormal Vision: one set \$15, two sets \$12 each, three or more \$10 each. Visual Training & Orthoptics: one set \$15, two sets \$12 each, three or more \$10 each.

A check should accompany each order. Please make checks payable to the Rhode Island Optometric Assn. and send to P.O. Box 3553, Cranston 10, R. I.

Profits realized from this endeavor will be used to develop further materials for public relations for use throughout the country.

## Tax Booklets Now Offered

The 1962 booklets on tax matters—in terms a layman can understand—are available at nominal cost from the U.S. Government Printing Office in Washington.

"Your Federal Income Tax" contains data on employees' expenses, child care deductions, lower tax on dividends and retirement income, educational expenses, contributions, etc.

The "Tax Guide for Small Business", published by Internal Revenue Service, answers tax questions on corporations, partnerships, and sole proprietorships. In simple language, it explains tax results from buying, starting, and selling businesses.

Other subjects covered are traveling expenses, net operating losses, entertainment expenses, repairs and improvement, depreciation, etc. Both booklets are available for 40c each by writing: Superintendent of Documents, Government Printing Office, Washington 25, D.C.

## Academy Lauds Trio For Service

The American Academy of Optometry honored three optometrists for service at its December meeting at the Drake Hotel, Chicago.

Morris Steinfeld of St. Petersburg, Fla., and J. Fred Andreae of Catonsville, Md., received Honorary Life Fellowships. D. G. Hummel was awarded an Academy Special Merit Award.

All three are past presidents. Dr. Steinfeld served as the first Academy president, while Dr. Andreae was among those responsible for departmental growth. Dr. Hummel was honored for his outstanding work in directing the administrative committee of the Academy Post-Graduate Courses.

This article has appeared in the Optometric Extension Program bulletin. But we feel its timeliness—and plain common sense—make it worth repeating here. We are indebted to Ralph Barstow, D.O.S., for these thoughts.

Without the real and standard, the counterfeit cannot exist. It lives only by virtue of imitating something genuine. Thus the real and the genuine is the standard of life while those who use the counterfeit are seeking an unjust increment.

So this man said to me, "Look, I can make an additional \$500 a year by using 'Whatchmaycallit's' lenses, so why shouldn't I? Nobody knows the difference'."

So I said, "Don't you know the difference?"

And he replied, "There

## Bennett Beats Own Party To Win Re-Election

Irving Bennett, the AOA Journal's popular editor, shattered his party's attempt to "blackball" him last month by winning re-election to the Beaver Falls (Pa.) Area school board by the largest vote margin in its history.

Bennett, school board president, had faced party opposition after he refused to support all of the Democratic candidates. His action was deemed "political suicide."

The optometrist had announced at a Democratic Committee meeting last July that he could not, in good conscience, back the entire slate because he felt some candidates "would not serve the best interests of our community."

In retaliation, the Committee removed his name from all campaign literature and advertising and issued a public statement as to the reason.

## AMA Lobbying Expenses Soar

Recently released figures in the "Washington Report" disclose the American Medical Association's expenditures to influence national legislature soared during the second quarter of this year.

AMA reported lobbying expenses of \$139,696, compared to \$13,197 during the first quarter. The increase was due to a concerted publicity campaign last spring to defeat medical eldercare under social security.

Other second quarter outlays include the American Hospital Association, \$14,994; American Osteopathic Association, \$607; and American Optometric Association, \$3,059.

## Visits Hospital

F. A. Koetting, chairman of the Social Health and Welfare Trends Committee, recently visited the Kaiser Permanente Hospital and Health Center in Portland, Ore. His visit was made during the Group Health Assn. of America annual meeting.

isn't any that I can see. They are just as good as the stuff I used to pay the long price for here."

Maybe he didn't try to see any differences. Maybe he didn't want to.

## Ought to Be Law

Anyway, he was the man who said to me (with a perfectly straight face) some weeks later, "There ought to be a law to stop those crooks from selling glasses at \$8.95 and \$13.95."

And I wondered which was worse—the people who advertised and gave cheapness—or the man who to all ap-



**ELECTED:** John C. Simpson, Jr., of Danville, Va., has been elected to the National Board of Examiners in Optometry, replacing Rudolph Ehrenberg. Active in civic and professional work, Dr. Simpson is vice-president of Virginia's State Board of Examiners.

## New Dental Insurance Plan Offered In N.J.

A dental insurance plan for groups of 100 or more employees of New Jersey businesses was introduced recently by the Continental Insurance Company of Chicago.

Described as "the first such program offered on a statewide basis," the plan was drawn in consultation with the state dental group. Coverage would be provided on all types of dental service, but there is no contract between the dentist and insurance company.

Annual premiums would be determined for each group on the basis of age, sex, marital status and dental fee levels in the area. They are expected to range from \$45-\$55 for single persons to \$100-\$120 for a family.

## Seminar Held

The Maryland Optometric Association presented its First Annual Contact Lens Seminar Nov. 29 at the Sheraton Baltimore Inn, Baltimore.

The course included "Theory, Fitting and Fluorescein Patterns, and Lens Modification." Guest Lecturers were Alvin L. Sirkis, O.D., F.A.A.O., Havre de Grace; Bernard Rothman, O.D., F.A.A.O., Silver Spring; Joshua Breschkin, O.D., F.A.A.O., Baltimore.

pearances was a professional in his office location and arrangement, but who "sold" his patients the same quality that the advertisers did.

He said that "nobody knew the difference." But he did. In his heart he knew there had to be a difference in lens quality or in lens grinding or in lens inspection, but because he didn't inspect them too carefully himself, he could claim there was no difference.

A man who dwarfs his quality of materials is pretty likely to scant the quality of his refraction. He might start out doing a first-class job but little by little, he will let down his judgement of his quality as he had let down the quality of his materials. We reap our own sowing and counterfeit lenses can soon lead to counterfeit refraction and a counterfeit conscience.

How about the patient? Can he tell the difference? Not consciously—not through his ability to test and inspect the lenses. Of course not. Then the refractionist can get away with the cheaper lenses, can't he?

## Deceiving Brain?

No. I think that he can deceive the cerebral cortex of the patient, but I suspect that they cannot deceive the optical centers and the circuiting in the brain.

Once in Phoenix, a man came to an optometrist complaining that his eyes felt queer and drawn. He was a presbyope and had broken one lens. He had gone to an advertising place in another city for a replacement a few weeks before.

The man in Phoenix found a modern flat top bifocal in one lens and a kryptok replacement in the other. The patient didn't know the difference, but his nervous system did!

Recently, a number of places were visited and a lens offered for duplication. The "new" lens, together with the original it was supposed to match, were sent to

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## Contact Lens Study Planned

The 6th Southwest Contact Lens Society will be held March 17-20 at Oklahoma City and will feature some 45 hours of postgraduate courses.

Addresses will be given on use of contact lenses with ocular pathology, toric lenses, child patients, and a round table discussion of contact lens problems.

AOA members with techniques, procedures or theories related to contact lens fitting are asked to apply as instructors for postgraduate courses.

Application forms may be obtained from Chester Pfeiffer, O.D. course chairman, Southwest Contact Lens Society, College of Optometry, University of Houston, Houston 4, Tex.

## AOA NEWS

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R. B. McCaffrey ..... Editor

Inquiries and editorial material should be directed to: Editor, AOA NEWS, 4030 Chouteau Ave., St. Louis 10. The NEWS accepts no responsibility for any editorial materials received, including photographs or drawings.



## Center Seeks Nominees For Awards

The Optometric Center of New York is seeking nominees for its first distinguished award in contact lenses, Alden N. Haffner, executive director, announced.

The award, to be presented in June, 1962, will be given in recognition of outstanding scientific and professional contributions to the field and discipline of contact lenses.

Nominees must be practicing optometrists actively and ethically engaged in contact lens practice and in disseminating information about the field through lectures, scientific papers, and in the performance of original research.

Proposals for the award should be made in writing, before February, 1962, to the Awards Committee, Professional Advisory Board, Optometric Center of New York, 351 W. 48th St., New York, 36. The winner will be announced in March.

Awards Committee members are Nathan Flax, Moe S. Feinstein, Gerald Fialkow and Myer Zendel, chairman.

## Ophthalmic Purchases Hit \$853 Million

Optometry accounted for a goodly portion of the record \$853.3 million spent for ophthalmic products in 1960, a new U. S. Department of Commerce report indicates.

Expenditures for ophthalmic supplies were part of the staggering \$1.2 billion figure for ophthalmic and orthopedic appliances. The Department estimated ophthalmic products accounted for 70% of the total.

The amount was determined by figuring manufacturers' cost and adding the estimated amount for professional and technical services required to place it in the hands of the ultimate consumer.

Physician services in the eye care field are not included in this expenditure. They are included in the separate category of medical expenditures.

## POA Conducts Training Seminar

Paul Ellant and I. Phillip Silberman, co-directors of the New York Orthoptic Center, were featured speakers in a "Visual Training and Orthoptics" seminar conducted by the Pennsylvania Optometric Assn. Dec. 10.

The seminar, held at Harrisburg's Penn Harris Hotel, was on the latest treatment for the correction of strabismus. It also covered treatment for correction of amblyopia.

## Congress Meets

The Northwest Congress of Optometry met Dec. 3-5 at the Multnomah Hotel in Portland, Ore. A. M. Skeffington, director of education for the Optometric Extension Program, headed the lecture program and served as coordinator.



### Honor Candidate

Dr. Pauline Dowaliby (center), Democratic candidate from the 31st Congressional District, was honored recently at a buffet dinner and party by Dr. and Mrs. Dale Freeberg of Hawthorne, Calif. More than 100 guests attended.

## AOA Visual Forum Scheduled Feb. 23

Latest research on the relation of vision to children's learning will be revealed at the American Optometric Assn.'s 15th annual Forum on Visual Problems of Children and Youth at Cleveland's Hotel Statler-Hilton Feb. 23-25.

The forum, heralded as one of the nation's foremost, will feature an array of noted experts in education, psychology and optometry.

Lois Bing, chairman of AOA's Committee on Visual Problems of Children and Youth, reports the 1962 event "will be one of the best ever offered."

### Symposium Set

A symposium on "What Research Tells Us About Vision and Learning" will open the event Feb. 23. Participants will be Austin H. Riesen, Ph.D., of the University of Chicago's Psychology Department; and Charles B.

Huelsman, Ph.D., of Ohio State University.

Dr. Riesen, a wartime Army aviation psychologist, is a former assistant professor of psychobiology at Yale University and a noted writer. Dr. Huelsman, a fellow of the American Academy of Optometry, is known for his work in remedial education.

They will be followed at the podium by Louise Bates Ames, Ph.D., of the Gesell Institute of Child Development. She will discuss "Vision and Child Development."

A co-founder of Gesell Institute, Dr. Ames is co-author of numerous scientific works, fellow of the American Psychological Association, and former director of the International Council of Women Psychologists.

The clinical approach to "Aiding Achievement Through Vision Care," will close the first day's session. G. N. Getman, O.D., will talk on "Pre-School Children," and Harold L. Friedenberg, O.D., and Nathan Flax, O.D., will discuss "The Child Who Is Learning to Read."

### Will Demonstrate

A clinical demonstration on "Testing the Pre-School" (Continued on Page 4)

## Badger Congress Planned Jan. 20

The Annual Wisconsin Educational Congress will be held Jan. 20-21 at the Milwaukee Inn, Milwaukee, it has been announced.

Two general themes will be followed this year—visual training and public relations—practice building, B. J. Shannon, O.D., Congress chairman, reports.

A. J. Kirshner of Montreal will speak on successful home visual training. Carl Lofgren, vice president of Benson Optical Co., will talk on "How To Utilize Your Patients for Better Public Relations."

Other speakers will be Virgil Hancock of Shuron Optical and Robert Conn, Jr., vice president of Vision Ease Corp. and chairman of the Marketing Advisory Committee for OMA/BVI.

## COA Plans Congress

The California Optometric Association will hold its 57th Annual Congress Feb. 21-24, Disneyland Hotel, Anaheim. The conference will honor Rupert E. Flower of Visalia, former AOA president.

## 'Operation 1000' Registration Drive Opens

"Operation 1000," a concerted Southwide campaign for 1,000 registrations at the 39th annual Southeastern Congress of Optometry, Feb. 25-27, at the Dinkler-Plaza Hotel, Atlanta, was kicked off recently.

Organizational activities for the effort, reaching into every local society, have been going on for several months. Optometrists, manufacturer and supplier representatives, students and military optometrists have been enlisted in the drive.

F. Robert Ginsberg of Atlanta, general chairman, considers the drive as one of the most momentous moves in the profession's history. "It represents a major rebirth of educational interest and participation," he said.

Plans for the Congress are virtually complete. The exhibit section is a sell-out, and committeemen appointed from states throughout the South.

## ICO Students Given Awards

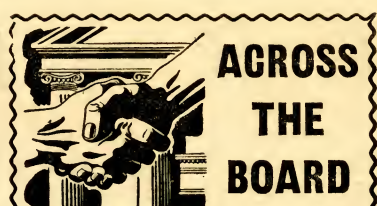
Alumni achievement awards were presented to students at the Illinois College of Optometry's all-school awards assembly Oct. 20.

Dr. James Gardner, president of the ICO Alumni Association of Illinois chapter, presented the awards on behalf of the National Alumni Association.

Recipients were Larry Brandt, Guttenberg, Ia.; Michael Sehy, Effingham, Ill.; second year students; Philip Evich, Chicago, and Peter Weinrib, Montgomery, Ala., third year students. The cash awards were given on the basis of leadership, scholastic achievement and alumni activities.

Paul Y. Yamada, Honolulu, received the first President's Award to be presented. This is granted on the basis of academic achievement, particularly during the first professional year of study.

Don A. Frantz, AOA president, was guest speaker at the assembly. He discussed optometry's opportunities in the past, present and future.



Kentucky: Byron E. Wentz has been elected secretary-treasurer of the Kentucky Board of Optometric Examiners, replacing Damon E. Allen. Dr. Allen is the new president, with Wyman B. Porter as vice president.

\* \* \* \*

Connecticut: Sidney G. Weiss of Torrington was elected president of the Connecticut State Board of Examiners in Optometry at its recent meeting in Hartford. Allen S. Garber of East Hartford was re-elected secretary. Rene G. DeSaulniers, reappointed by the governor, was sworn in for a five-year term.

\* \* \* \*

Ohio: Jack Keith was elected president of the State Board of Optometric Examiners, following his re-appointment to the Board. Joseph Covert was re-elected secretary.

\* \* \* \*

Louisiana: Emile J. Bernard of New Orleans was elected president of the Louisiana State Board of Optometry Examiners at its November meeting in Shreveport.

## ICO Studies Long-Range Development

Plans for student procurement, long range development of the physical plant, and reelection of officers and trustees highlighted the 7th Annual Meeting of the Illinois College of Optometry's Board of Trustees Nov. 5.

John J. Bradey of Sheldon, Ia., was re-named chairman of the board. Reelected to three year terms were Glenn H. Moore, Chicago; Marguerite T. Eberl, Milwaukee; and Rudolph H. Ehrenberg, Granite Falls, Minn.

W. Strawn, president; Dr. Moore, secretary; Felix A. Koetting, St. Louis, treasurer; Mr. Leonard A. Schanfield, legal counsel and assistant secretary; and Mr. Joseph M. Hertz, assistant treasurer.

## NYU Conducts Analysis

## Study Reveals Polishing Costs of Optical Labs

Results of a case study of an optical laboratory's polishing costs, with an analysis and time study, were given at the annual meeting of the Association of Independent Optical Wholesalers at Chicago Nov. 14.

Richard L. Stone, general sales manager-rare earths, of the Davison Chemical division, W. R. Grace Co., presented the results of work performed by Prof. Morton Backer and staff, of the Graduate School of Business, New York University, under Davison's sponsorship.

In setting up the project, Prof. Backer established a

procedure to measure polishing costs and cost-volume-profit relationship in a normal optical laboratory. Study was based on cylinder lenses, white only, in both kryptok and flat top. These were chosen as the subject since they comprised 78% of the shop's output, with the spheres accounting for only 22%.

A number of conclusions reached by the study were of particular interest to the industry as a whole, Stone said. As an example, the study showed that of the compounds used, polishing time cycle was materially reduced by use of cerium oxide. Another finding was that the

average invoice of the laboratory studied was \$6.

A third result, an unexpected by-product, indicated that over a long period of time, certain prescriptions were called for regularly. This suggested that these Rx's could be made up during slack periods to fill in slow production and be stocked for future use. However, this can only be verified by statistical analysis.

Stone stated that copies of the complete Backer report are being prepared by Davison Chemical Division, Pompton Plains, N. J., and will be distributed as a service to the industry.



# Cult of the Counterfeit

(Continued from Page 2)

the School of Optometry of the Ohio State University.

The results were shocking! In every instance, the supposed "duplicate" was made on a different base curve. Where a color free round bifocal was used in the original it was "duplicated" with a kryptok (a lens now forbidden for use on patients receiving state assistance in California) so that one eye would be looking through a high quality lens while the other eye would struggle with a doubly inferior product.

In most all cases, the vertical and lateral centers of the "duplicating" lens were off.

## Waiting for Order

If you pay your bills, everyone wants your business! If you were to believe the advertising, the boss of the cut-price wholesale house stands at the front door of his place, waiting to grab your order from the postman and personally see it through the production line. He's your friends all right as long as you send him your business and pay for it.

## Industry Learns Optometry Leads In BVI Support

Optometrists, of the two ophthalmic professions, lead in support of the present OMA/BVI program, recent surveys indicate.

This information was obtained from figures revealed at the Optical Manufacturers Association conference at Virginia Beach, Va., in September. P. N. De Vere, AOA past - president, represented Optometry.

Dr. De Vere told the assembly 81% of the optometrists polled favored the program's present method of approach. However, he added only 46% of the profession was "fully acquainted" with it.

Eleven state optometric associations have endorsed the plan, by resolution, with a similar action by the AOA trustees, he said.

In contrast, the American Academy of Ophthalmology and Otolaryngology's representative, Carl J. Rudolph, M.D., reported hardly more than one-third of the ophthalmologists are entirely familiar with the program. Of this group, he indicated only one-third fully favored it.

H. Clinton Green, representing the Guild of Prescription Opticians of America, said his group favored the program. Only 10% was not fully sold he remarked. No figure was given on the percentage of members polled.

## Liaison Named

Lois B. Bing will serve as liaison between the AOA and Optometric Extension Program Section on Optometric Child Vision Care and Guidance. Dr. Bing is chairman of the AOA Committee on Visual Problems of Children and Youth.

Did he ever go to bat for you? Anywhere? Any time? Did he ever contribute his brains, his time and his energy to help you through your state association, your local society or by billing your OEP dues on your monthly statement or by his personal contact? When you first opened, did he offer financial aid? Or later, when you needed new equipment? Can you call him on the phone and discuss a difficult Rx with him? Your local optical lab does all these things.

Did he ever contribute to research and development of better type lenses, spending hundreds of thousands of dollars for better glass, better blanks, and better lenses?

Does he buy his materials from members of the Optical Manufacturers Association? Does he contribute to the Better Vision Institute educational campaigns with their wonderful long range results sending new patients into your office? You will find that he has no interest in such matters. Who advertises in your state journal? Who takes exhibit space at your state conventions? Not the price-cutter. He is the "little man who isn't there."

## Bargains or Closeouts

Does the fly-by-night operator with his close-outs and bargains bring you fresh, new frames? Or, are they just "closeouts"? Something that nobody else wanted. Or does he bring you foreign materials at the expense of local manufacturers and distributors?

Quality is a standard of the mind. It is a spirit that saturates everything a person thinks and does. It is his integrity.

An optometrist is on trial every day of his life before the jury of his patients. His spirit of quality causes him to begin his work with a faithful study of the patient's social, economic and recreational needs. His case history is sympathetic but searching.

The quality of his study of the patient's visual skills, of

## Oregon OD Named To Advisory Board

Byron E. Woodruff of Roseburg, immediate past president of the 150-member Oregon Optometric Assn., has been appointed by the Oregon State Board of Health to its newly-created Public Health Advisory Board, voted into being by the 1961 legislature.

Dr. Woodruff holds both a B.S. degree in biology (1948) and his O.D. in optometry (1949) from Pacific. He practices privately in Roseburg, living in Winchester.

## VIA Adds Four

Four recent additions to membership in the Vision Institute of America have been announced. They include the Florida and Pennsylvania Optometric Assns., Mississippi Optometric Foundation and Washington Vision Services. The California Optometric Assn. has filed an application.

all the test findings, the quality of his visual analysis, his Rx and prognosis — all must be of the finest and highest.

Then, when he orders the Rxs and the suitable frames, he will give his work to a quality laboratory—one that is near him; one with a reputation for personal interest in optometric success, for the quality of their Rx work.

He will check that quality as to Rx, kind of lenses used, base curves, centers, decentration, etc., to be doubly sure his patient gets what was prescribed.

Quality begins in the heart but it ends in the mind, for both spirit and judgment are imperative!

## CLASSIFIED ADVERTISING RATES

.08 per word. \$1.75 minimum. Names, addresses, initials and abbreviations count as words. Box number charge: .25 plus .20 extra for mailing replies. Ad copy must be consistent with AOA policies.

## FTC Will

(Continued From Page 1)

pendent optician are not considered to be industry members.

Purpose of the conference is to formulate rules to prevent unfair or deceptive practices, and false advertising. Some of the subjects to be covered are false advertising of contact lenses, deception of origin, misrepresentation of products, commercial bribery and others.

AOA representatives attended a preliminary conference at the FTC office in Washington last November to discuss the Chicago meeting.

## Opposite Position

President Don A. Frantz, O.D., says the AOA's position is that the optometrist who dispenses his own prescriptions should be considered a consumer of industry products.

Dr. Frantz reports the FTC takes a contrary position, at this time, but added AOA representatives are "doing their utmost" to seek governmental approval of its stand.

The association president announced any comments or observations which members may care to make should be sent to him, with carbons to Harold Kohn, Esq., General Counsel, 19 W. 44th St., New York 36 and to the Washington office, 1025 Connecticut Ave., NW., Washington 6.

## AOA Visual Forum

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Child" will be presented by Dr. Getman at 10:00 a.m., Feb. 24. Drs. Flax and Friedenbergh will conduct a workshop on "Vision Care of the Non-Achiever" during the afternoon.

At 4:00 p.m., a symposium on "Implications To the Profession For The Welfare of Tomorrow's Learners" will be held. Mary C. Austin, Ph.D., will speak for education and Dr. Bates for psychology. Optometry will be represented by H. Ward Ewalt, Jr., O.D.

Saturday's events will close with a banquet at 7:00 p.m. at the hotel. At 10:00 a.m. Sunday, the clinical workshop on "Vision Care of the Non-Achiever" by Drs. Friedenbergh and Flax, will provide the forum's finale.

The three-day event is open to AOA members only for a \$25 registration fee. Advance registrations should be mailed to Dr. Herman L. Schaub, 13346 Lorain Ave., Cleveland, Ohio.



Exhibit Crowd

Attendants at the American Public Health Assn. conference in Chicago last month gather material for classroom work at the AOA exhibit.

## Tragedy

(Continued From Page 1)

thought was a rifle. Investigators were told there was no fire and the sea was calm when the ketch was abandoned.

A shocked nation learned of suspicions surrounding the death of Harvey's previous wife and her mother, and of still other sinkings in which he had been involved.

The full story of what happened aboard the "Bluebelle" probably will never be known, but horrified readers learned enough to sorrow for the young survivor of what began as a memorable pleasure cruise for an optometrist and his family.

## Ohio To Conduct Seminar Jan. 14

The Ohio Optometric Association will conduct a Contact Lens Seminar Jan. 14 at the Van Cleve Hotel in Dayton.

Speakers and their topics will include Brad Wild, Ohio State University, "Corneal Lesions — Cause, Classification and Treatment"; Harold Kohn, AOA general counsel, "Legal Aspects of Contact Lens Practice"; Neal Bailey, Ohio State University; Diagnostic Use of Fluorescein in Contact Lens Practice"; and Maurice Poster, AOA Contact Lens Committee chairman.

Further information may be obtained by contacting Mr. Robert Dauber, Ohio Optometric Assn., 85 E. Gay St., Columbus.

## School Tests Draw Interest At APHA

Sub-normal vision aids, school vision tests and the newly-designed eye chart for classroom work were the topics of interest of the majority of visitors at the AOA exhibit at the American Public Health Association conference in Chicago last month.

F. A. Koetting, O.D., chairman of the Social and Health Care Trends Committee, said thousands of pieces of literature on the subject were distributed at the exhibit this year. This was the AOA's fourth consecutive appearance at the APHA meeting.

The AOA exhibit's theme was "Prevention, Correction, Rehabilitation," with emphasis on impaired vision as applied to youth, maturity and aging. A number of requests for material, in addition to that carried away, were received from attendants.

The showing was conducted by Dr. Koetting and Robert Kimbro, AOA Director of Membership Relations. They were assisted by Gilbert Jay Roth, chairman of the Michigan Social and Health Care Trends Committee, and his Detroit colleagues.

Some 6,000 persons attended the APHA conference this year at Cobo Hall.

## Honorary Degree Winners Named

Three recipients of the honorary Doctor of Optometric Science degree, to be awarded by Illinois College of Optometry in June, were announced recently.

Unanimously elected to receive the awards were H. Ward Ewalt, Pittsburgh, Pa., AOA president-elect; Ben F. Emanuel, Lancaster, S.C.; and Albert H. Rodriguez, Tampa, Fla.

The degree replaces the former Doctor of Ocular Science. It is conferred by ICO on individuals who have made outstanding contributions to optometry and rendered distinguished service in the vision science field.